



WFTV-TV
P.O. Box 863324
Orlando, FL 32886-3324
ph: (407) 841-9000
fx: (407) 841-8259

Advertiser Pol/C Mack/R/Sen/FL (16856)
Agency McLaughlin & Associates (2813)
Buyer CAMPBELL,MARIANNE
Salesperson Telerep/Washington DC, Washington DC (1040)
ph: (555) 555-5555
Product Political - Federal Candidate (1067)
Brand CONNIE MACK/SENATE (136033)
Acct Types National/Political
Est/Headline 468/06314117
Demo
Revision
Comments CONNIE MACK/SENATE
***** THIS IS A CASH IN ADVANCE

Invoice 635851
Inv Date 9/30/2012
Terms Net 30
Contract 331286
Bill Type Standard
Period 8/27/2012 - 9/30/2012

CO-OP/Order Type No/Normal
Package
Gen. Date 10/1/2012 4:51:35PM

McLaughlin & Associates
566 South Route 303
Blauvelt, NY 10913

AgM

OFFICIAL BILLING INVOICE

Orlando (WFTV)

Line	Type	Scheduled	Schedule Days to Run	Air Time	Length	Copy/ISCI	Amount	Remarks
1.0	Spot	11:00:00AM-12:00:00	Day,M-1,Tu-1,W-1,Th-1	09/17/12 11:31AM (Mo)	00:30	CMDFO911H	\$625.00	
1.0	Spot	11:00:00AM-12:00:00	Day,M-1,Tu-1,W-1,Th-1	09/18/12 10:58AM (Tu)	00:30	CMDFO911H	\$625.00	
1.0	Spot	11:00:00AM-12:00:00	Day,M-1,Tu-1,W-1,Th-1	09/19/12 11:31AM (We)	00:30	CMDFO911H	\$625.00	
1.0	Spot	11:00:00AM-12:00:00	Day,M-1,Tu-1,W-1,Th-1	09/20/12 11:59AM (Th)	00:30	CMDFO911H	\$625.00	
2.0	Spot	12:00:00PM- 1:00:00	Day,M-1,Tu-1,W-1,Th-1	09/17/12 12:26PM (Mo)	00:30	CMDFO911H	\$525.00	
2.0	Spot	12:00:00PM- 1:00:00	Day,M-1,Tu-1,W-1,Th-1	09/18/12 12:56PM (Tu)	00:30	CMDFO911H	\$525.00	
2.0	Spot	12:00:00PM- 1:00:00	Day,M-1,Tu-1,W-1,Th-1	09/19/12 12:21PM (We)	00:30	CMDFO911H	\$525.00	
2.0	Spot	12:00:00PM- 1:00:00	Day,M-1,Tu-1,W-1,Th-1	09/20/12 12:51PM (Th)	00:30	CMDFO911H	\$525.00	
3.0	Spot	5:00:00PM- 5:30:00	Day,M-1,Tu-1	09/17/12 5:28PM (Mo)	00:30	CMDFO911H	\$1400.00	
3.0	Spot	5:00:00PM- 5:30:00	Day,M-1,Tu-1	09/18/12 5:28PM (Tu)	00:30	CMDFO911H	\$1400.00	
4.0	Spot	5:30:00PM- 6:00:00	Day,W-1,Th-1	09/19/12 5:30PM (We)	00:30	CMDFO911H	\$1400.00	
4.0	Spot	5:30:00PM- 6:00:00	Day,W-1,Th-1	09/20/12 5:41PM (Th)	00:30	CMDFO911H	\$1400.00	
5.0	Spot	6:00:00PM- 6:30:00	Day,M-1,Tu-1,W-1,Th-1	09/17/12 6:28PM (Mo)	00:30	CMDFO911H	\$1850.00	
5.0	Spot	6:00:00PM- 6:30:00	Day,M-1,Tu-1,W-1,Th-1	09/18/12 6:29PM (Tu)	00:30	CMDFO911H	\$1850.00	
5.0	Spot	6:00:00PM- 6:30:00	Day,M-1,Tu-1,W-1,Th-1	09/19/12 6:22PM (We)	00:30	CMDFO911H	\$1850.00	
5.0	Spot	6:00:00PM- 6:30:00	Day,M-1,Tu-1,W-1,Th-1	09/20/12 6:01PM (Th)	00:30	CMDFO911H	\$1850.00	
6.0	Spot	7:00:00PM- 7:30:00	Day,M-1,Tu-1,W-1	09/17/12 7:13PM (Mo)	00:30	CMDFO911H	\$1850.00	
6.0	Spot	7:00:00PM- 7:30:00	Day,M-1,Tu-1,W-1	09/18/12 7:23PM (Tu)	00:30	CMDFO911H	\$1850.00	
6.0	Spot	7:00:00PM- 7:30:00	Day,M-1,Tu-1,W-1	09/19/12 7:14PM (We)	00:30	CMDFO911H	\$1850.00	
7.0	Spot	7:30:00PM- 8:00:00	Day,W-1,Th-1	09/19/12 7:53PM (We)	00:30	CMDFO911H	\$1850.00	
7.0	Spot	7:30:00PM- 8:00:00	Day,W-1,Th-1	09/20/12 7:43PM (Th)	00:30	CMDFO911H	\$1850.00	

We warrant that the actual broadcast information shown on this invoice was taken from the official program log.



Gross Total	\$26,850.00	Total Spots	21
Commission	(\$4,027.50)		
Net Total	\$22,822.50		

WFTV-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station, whether verbal or written.